



KIRO-TV, Inc.  
2807 Third Avenue  
Seattle, WA 98121

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

## Contract # 330874

**Schedule Dates** 09/12/12-09/17/12  
**Advertiser** Pol/J Inslee/D/Governor (16647)  
**Agency** Shorr & Associates (2909)  
**Product** Political - Federal Candidate (1067)  
**Brand** Political Candidate (18969)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** D'ETTORRE,MICHAEL  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** JAY INSLEE FOR GOV  
JAY INSLEE FOR GOVERNOR, \*\*ALL SPOTS ARE 60 SECONDS\*\*

**Date Entered** 09/11/12  
**Last Modified** 09/12/12  
**Entered By** Dana Dixon  
**CO-OP** No  
**Headline #** 06310733  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,654.50  
**Net Total** \$9,375.50  
**Sales Tax**

### Seattle (KIRO)

By Broadcast Month	Spots	Rate
Sep. 2012	10	\$11,030.00
<b>Grand Total:</b>	<b>10</b>	<b>\$11,030.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/12/12-09/14/12	3	1:00	5:58A- 7A (PST)				1	1	1			3	\$910.00	\$2,730.00	Seattle (KIRO)	6AM NEWS	9/11/12
2.0	Normal Line / Spot	09/17/12-09/17/12	3	1:00	5:58A- 7A (PST)		1							1	\$910.00	\$910.00	Seattle (KIRO)	6AM NEWS	9/11/12
3.0	Normal Line / Spot	09/13/12-09/13/12	3	1:00	11P- 11:35P (PST)					1					\$2,200.00		Seattle (KIRO)	11PM NEWS	9/11/12
3.0.1	Closed Preempt	09/13/12															Seattle (KIRO)	Advertiser Instructions/Spot -	
4.0	Normal Line / Spot	09/15/12-09/15/12	3	1:00	6:57A- KIRO 7 EYEWITNESS NEWS SAT MORNING							1		1	\$490.00	\$490.00	Seattle (KIRO)	SAT MORN	9/11/12
5.0	Normal Line / Spot	09/12/12-09/12/12	3	1:00	7:27P- THE INSIDER				1					1	\$1,250.00	\$1,250.00	Seattle (KIRO)	INSIDER	9/11/12
6.0	Normal Line / Spot	09/14/12-09/14/12	3	1:00	7:27P- THE INSIDER						1			1	\$1,250.00	\$1,250.00	Seattle (KIRO)	INSIDER	9/11/12
7.0	Revised Line / Spot	09/15/12-09/15/12	2	1:00	11P- 11:35P (PST)							1					Seattle (KIRO)	11PM NEWS	9/11/12
7.1	Revised Line / Spot	09/15/12-09/15/12	2	1:00	11P- 11:35P (PST)							1					Seattle (KIRO)	11PM NEWS	9/11/12
7.2	Normal Line / Spot	09/15/12-09/16/12	2	1:00	11P- 11:35P (PST)							1	1	2	\$1,960.00	\$3,920.00	Seattle (KIRO)	11PM NEWS	9/12/12
8.0	Normal Line / Spot	09/15/12-09/15/12	2	1:00	11:35P- THE INSIDER							1		1	\$480.00	\$480.00	Seattle (KIRO)	11PM NEWS	9/12/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

KIRO-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.